

# ORIENTATION TO TEXT AND DATA MINING

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## AIMS OF TDM PRESENTATION

- Highlight that Text Mining and Data Mining tools are available
  - o Has anyone been doing any data mining?
  - O How many have worked with an API key?
  - O How familiar are these terms to the group today?
- Discuss Bodleian subscribed platforms that support mining
  - Gale Digital Scholar Lab
  - TDM Studio
  - HathiTrust Digital Library

## MINING CONTENT

- TDM approaches 'mine' content though;
  - Building up large volumes of text or data
  - Manipulating these corpora, databases or datasets
  - Using indirect, automated machine analysis beyond the abilities of an individual or group
  - Revealing patterns, clusters, themes
  - Identifying new relationships in the content

## ARRANGING AN API

- Use of an API (Application Programming Interface) is one way to compile a large dataset
- At its most **general** see an API as a gateway, contract or arrangement
  - Usually organized by publishers on an individual, case by case basis
  - Gives access to a dataset or text corpus beyond the usual licensing arrangement
  - Requires consideration of data security
  - Often needs input from an academic library
- Most commonly used for text mining of journal or newspaper content
  - Many suppliers do not allow mass downloads or data mining
  - Permission HAS to be sought in advance

## SUPPORTING API USE

- An API is popular with researchers planning to use Python or other coding techniques
- Popular code libraries then support the analysis
  - o NLTK
  - SpaCy (Python)
  - Tidytext (R)
- What is library role?
  - Making you aware of API availability from T&F, Sage etc.
  - o Providing library approval or technical assistance

# TYPICAL TDM TECHNIQUES

- Cluster Analysis
- Anomaly Detection
- Visualizations
  - o Geographic
  - Topic Modelling
  - Sentiment Modelling
  - Stylometry: <a href="https://en.wikipedia.org/wiki/Stylometry">https://en.wikipedia.org/wiki/Stylometry</a>
    - https://computationalstylistics.github.io

# SUPPORTING TDM TECHNIQUES

- Library role is NOT to teach these, but...
  - o Point to resources that inform them
  - Consider how library collections are being used (impact on usage figures)
- We can promote code or non-code TDM approaches
  - Where coding proficient researcher want to find sources
  - Where non-coding researchers want platforms that include data, API and codeless tools
- So the Bodleian is actively looking for platforms we can provide to you
  - Want feedback on your experience from the three in place so far

## GALE DIGITAL SCHOLAR LAB

#### What Is the Gale Digital Scholar Lab?



The Lab is a single research platform where you can apply natural language processing tools to raw text data (OCR) from your institution's Gale Primary Sources holdings, or from uploaded OCR. Gale Digital Scholar Lab is organized in three broad steps: **Build, Clean, and Analyze**. These steps support newcomers and experienced users alike as they interpret both Gale Primary Sources and their own documents. An integrated Learning Center provides instructional tutorial videos and explanations throughout. The six built-in analysis tools are:

Ngrams, Sentiment Analysis, Topic Modeling, Named Entity Recognition, Document Clustering, Parts of Speech.

## CONTENT

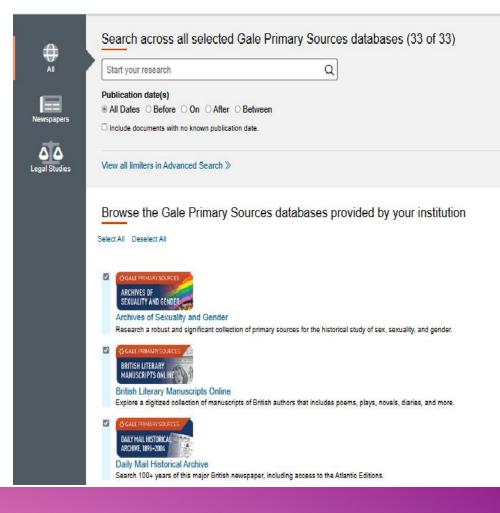
#### Gale Primary Sources content

Provides access to millions of pages of content spanning many centuries and geographic regions, including:

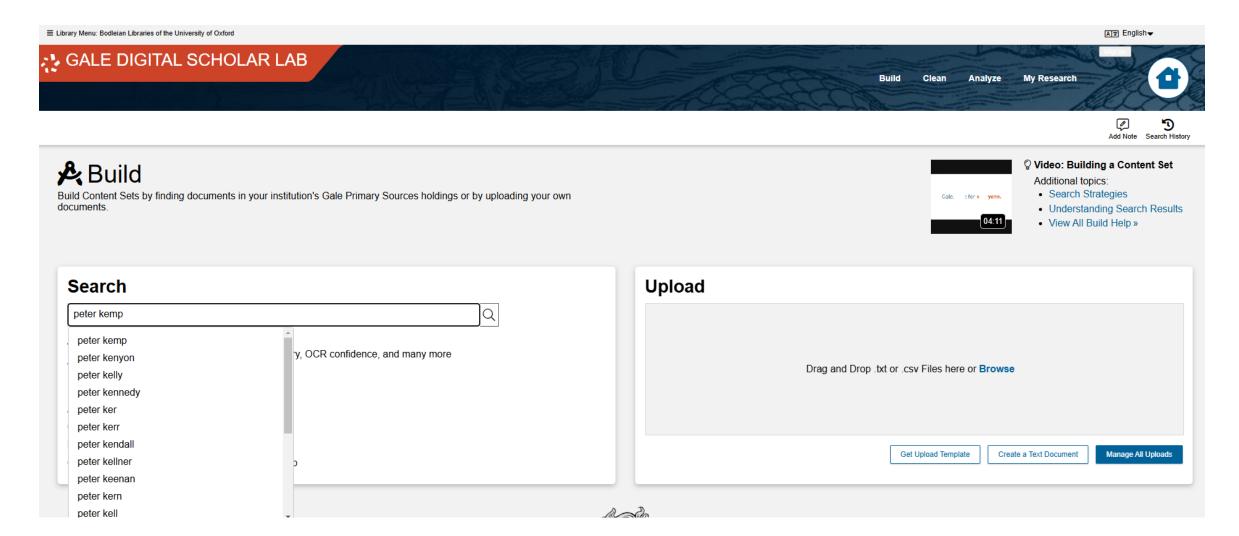
- 17th and 18th Century Burney Collection
- 19th Century UK Periodicals
- Any Archives Unbound collections held by Oxford
- British Library Newspapers
- The Economist Historical Archive, 1843-2011
- Eighteenth Century Collections Online (ECCO)

- The Financial Times Historical Archive, 1888-2010
- The Illustrated London News Historical Archive, 1842-2003
- The Making of Modern Law: Legal Treatises, 1800-1926
- The Making of the Modern World 1450-1850
- Nineteenth Century U.S. Newspapers
- The Times Digital Archive
- Times Literary Supplement Historical Archive
- U.S. Declassified Documents Online.

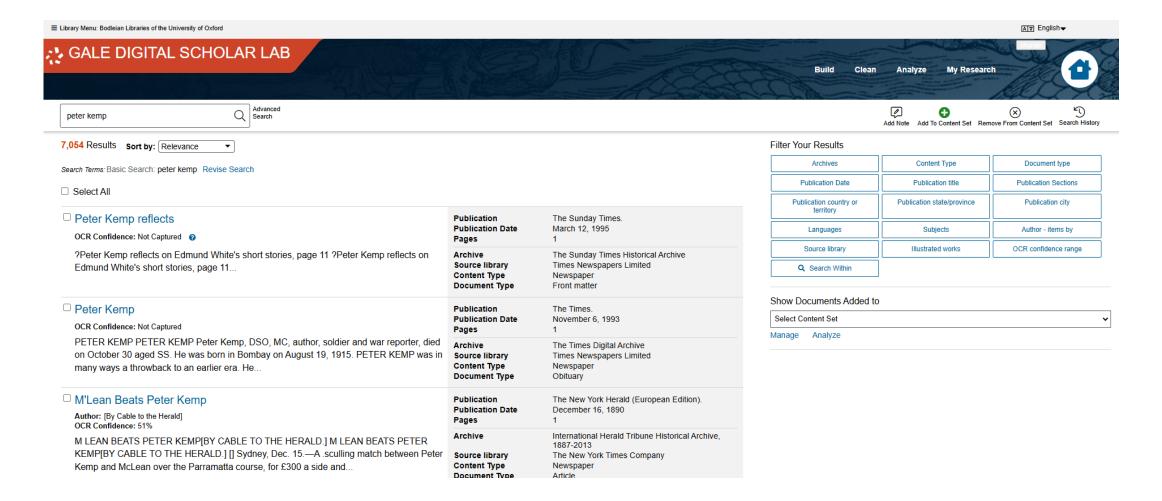




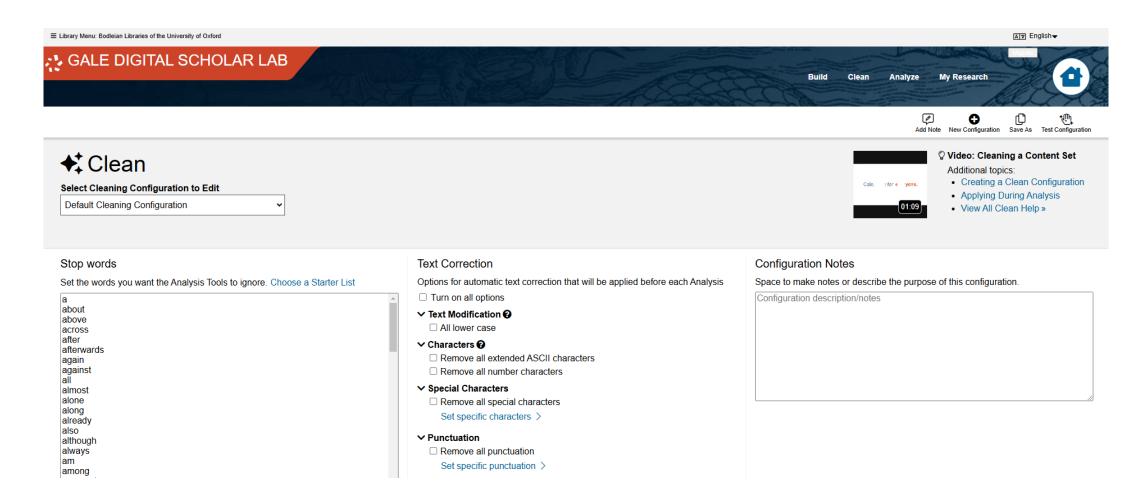
# THE LAB



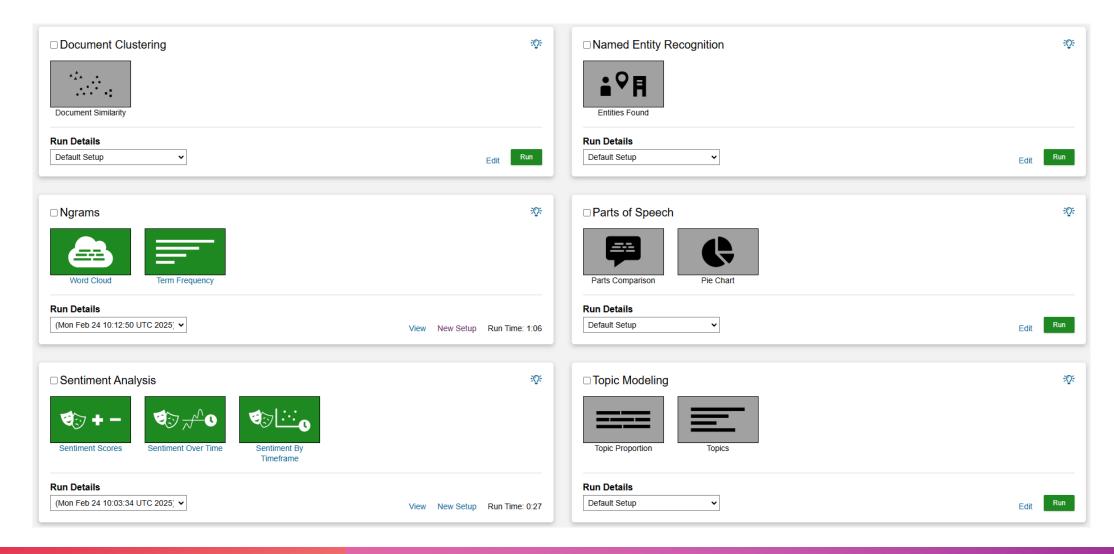
## BUILDING A CONTENT SET



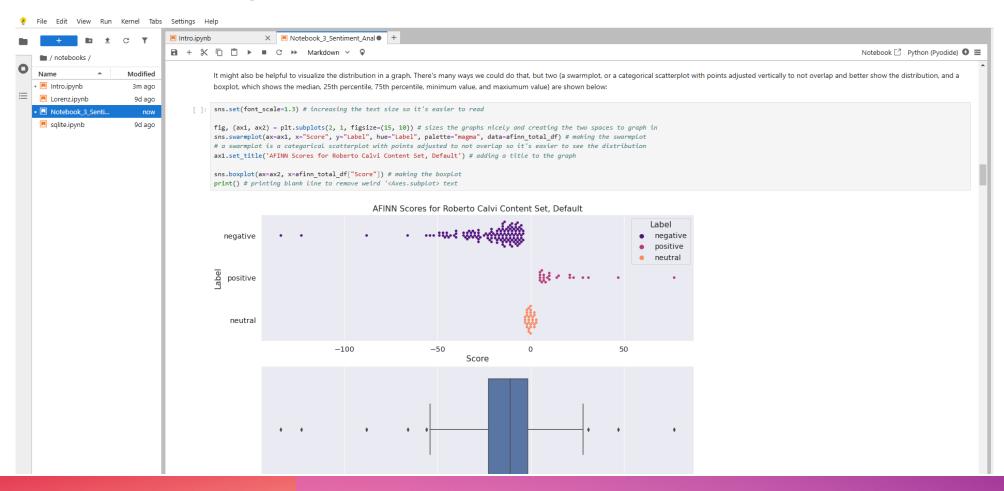
## CLEANING



# **ANALYSIS**



# RUNNING SCRIPTS IN BROWSER-BASED JUPYTER NOTEBOOK



## **GETTING STARTED**

- Follow the instructions in the <u>Description on SOLO</u> or Databases A-Z:
- Click on Link to Database
- Click on Institution Credentials...Recommended
- Proceed with SSO
- Click on Log In / Create Account
- Click on Use University Credentials (preferred Google log in also available)
- Select Personal Workspace

# GALE DIGITAL SCHOLAR LAB

#### - RESOURCES

- Quick Start Guide (video)
- <u>Learning Center</u> (documentation & videos need to be logged into your workspace)
- Support (LibGuide, webinars & tutorials)



# TDM STUDIO

#### Introduction

TDM Studio is a text and data mining tool created by ProQuest.

It allows programmatic analysis of published content from the millions of pages of news and scholarly publications provided through **current** university ProQuest subscriptions.

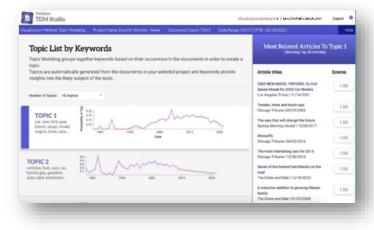
## DATA ANALYSIS

• TDM Studio provides three options for data analysis:

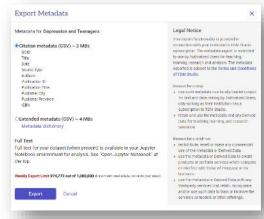
#### Workbench



#### **Visualization Dashboard**



**Metadata Export** 



Cloud-based environment with Python and R libraries, preloaded scripts, and learning resources.

Analyze without coding using builtin geographic, topic, and sentiment analysis tools. No coding needed—export up to 1 million metadata records per week to use in preferred external tool such as Excel.

## CONTENT



#### **Content types:**

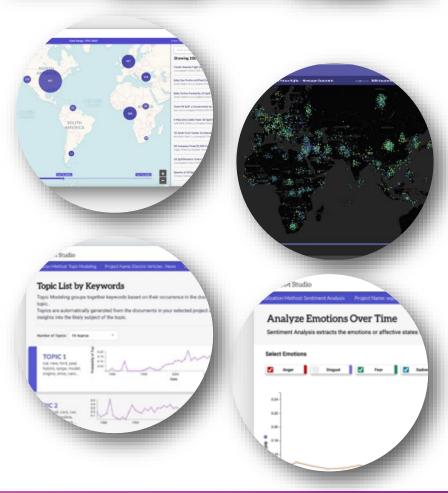
- Dissertations 6 million records
- Current and historical newspapers
- Congressional hearings
- Scholarly journals
- Historic periodicals
- Primary sources
- History Vault

#### **Subjects:**

- Art
- Business
- Health & Medicine
- History
- Literature
- Science & Technology
- Social Sciences

#### 180+ Databases:

- U.S. Newsstream
- ProQuest Central
- ABI Inform Collection
- The Wall Street Journal
- Annual Register
- History Vault
- Nursing & Allied Health

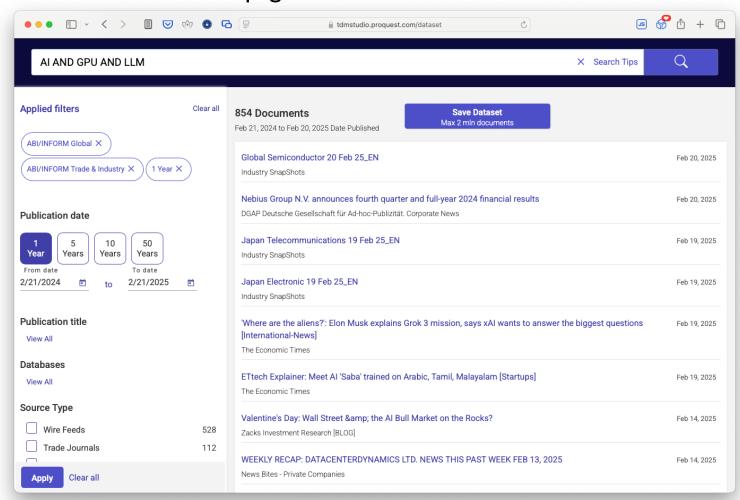


## DATASETS

Search across TDM Studio content and via the dataset creation page.

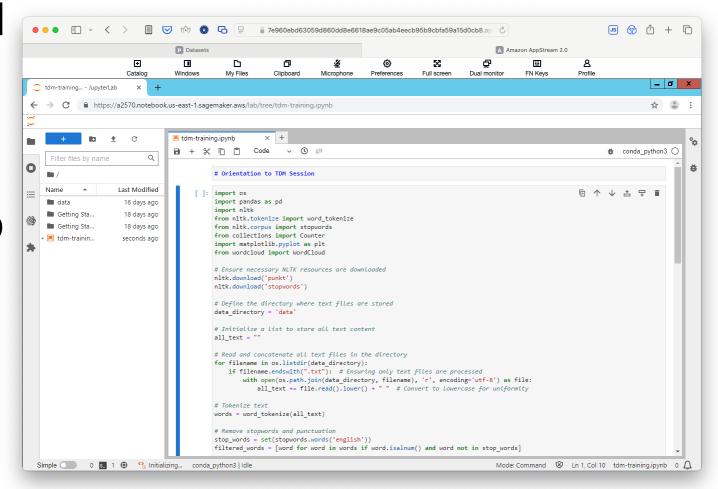
#### **Benefits:**

- Search All Content: Search across all available TDM Studio content – each dataset can be up to 2 million documents.
- Easy Filtering: Apply filters like publication and date on one page without restarting.
- Quick Access to Leading
   Publications: Instantly find popular
   publications for faster results.

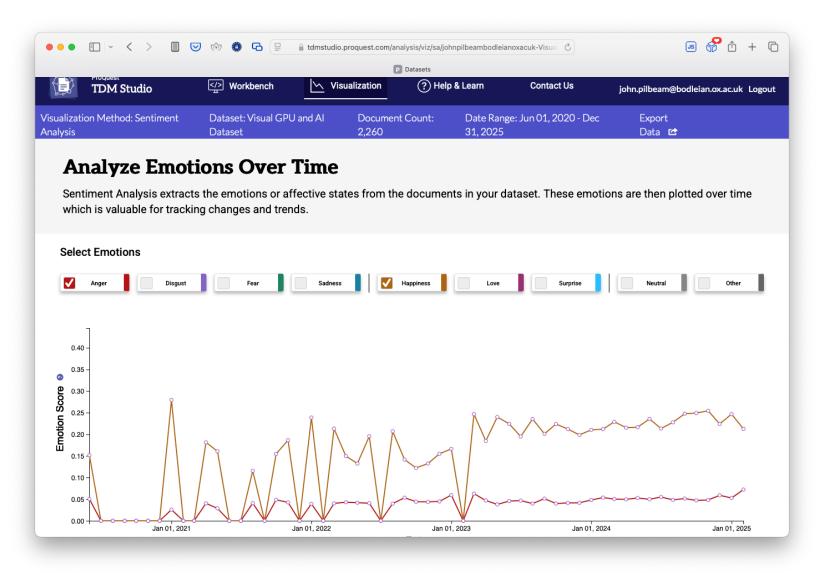


## WORKBENCH

- Cloud-based environment
- Python and R libraries (including PyTorch and TensorFlow)
- Preloaded scripts
- Learning resources



## VISUALIZATION



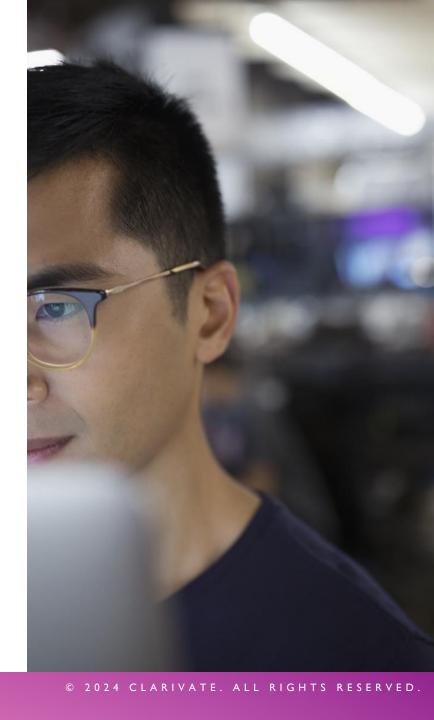
## **GETTING STARTED**

Follow the instructions in the <u>Description on SOLO</u>:

- Click on Link to Database
- Click on Create Account
- Register using your *University of Oxford* email address
- Check your email to verify and then log in to TDM Studio
- Log in to TDM Studio with your new account details at: <a href="https://tdmstudio.proquest.com/home">https://tdmstudio.proquest.com/home</a>

# TDM STUDIO RESOURCES

- Quick Start Guide
- TDM Studio Videos
- Documentation (LibGuide)



## HATHI TRUST DIGITAL LIBRARY

- The HT was founded in 2008 and acts as a digital library of fiction and non fiction
- Largest collections Language & Literature, Philosophy, Religion, History, and Social Sciences
- English language titles make up 51% of the collection followed by German, French, Spanish, and Russian. The 400+ other languages include Chinese, Arabic, Japanese, and Afrikaans.
- 95% of the collection was digitized from print by Google and contributed by member libraries

## HATHI TRUST DIGITAL LIBRARY

- Hathi Trust provides some titles that Google does not, such as digital collections and titles unique member institutions, and works from institutional repositories.
- Out of copyright content can be easily downloaded individually for close reading
- However TDM i.e. working with thousands of pages requires a special form of access through its research centre (HTRC)

ttps://www.hathitrust.org/# rdless Woodcut Wonders

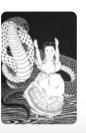


Public Domain 2025



by Rachel Field, 1894-1942

**Public Domain 2025** 

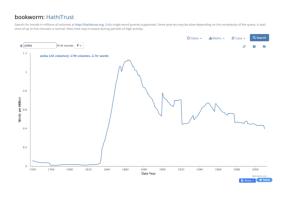


ice & Groups

#### Text and data mining tools

HTRC has developed a suite of tools and services for text data mining including web-based algorithms, freely-accessible datasets, and secure computing capsules. Access the tools below, as well as tutorials and other documentation on <u>HTRC Analytics</u>.

#### Text and Data Mining Tools



#### HathiTrust + Bookworm

Visualizes word trends in millions of volumes held by HathiTrust. It enables scholars to discover new textual use patterns across the entire corpus, including in-copyright and public domain volumes.

#### **Algorithms**

HTRC Algorithms are click-to-run tools for text analysis. They require no programming, and researchers can set the parameters for their analysis. Use them to explore HathiTrust worksets, which are groups of titles from the collection.

#### **Datasets and Data APIs**

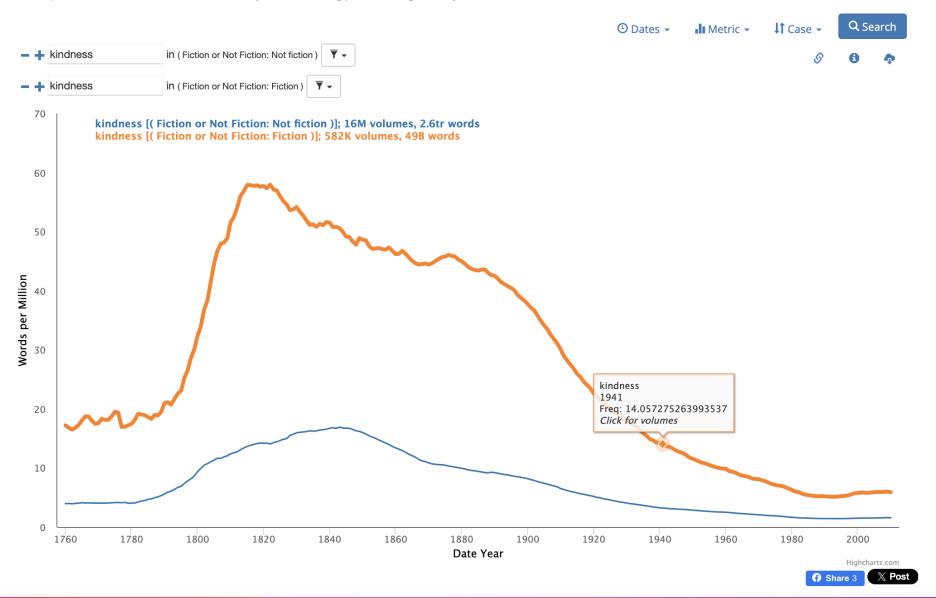
A dataset compiles specific features extracted from the full text of the HathiTrust corpus. Certain datasets are freely available and pre-created. HathiTrust also provides access to several data APIs. Other data and datasets can be accessed upon request.

#### **Data Capsules**

An advanced computing environment available only to HathiTrust members, data capsules provide high-capacity computing for advanced text an. Access to in-copyright material is available to HathiTrust members.

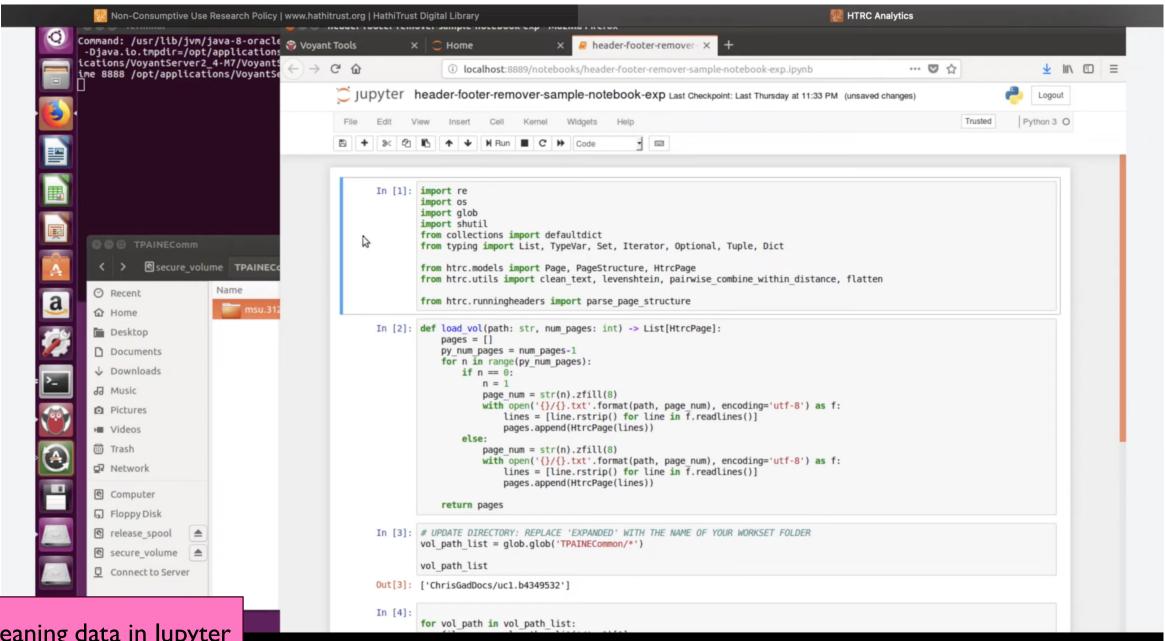
#### bookworm: HathiTrust

Search for trends in millions of volumes at http://hathitrust.org. Only single word queries supported. Some queries may be slow depending on the complexity of the query. A wait time of up to five minutes is normal. Wait time may increase during periods of high activity.

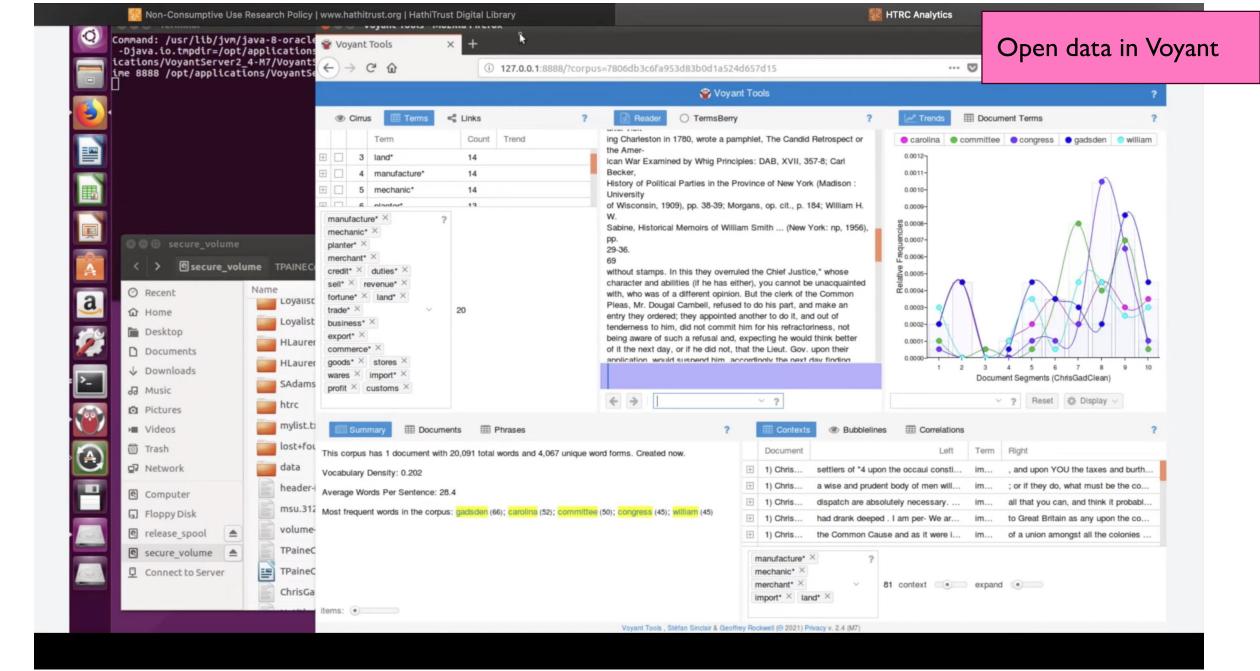


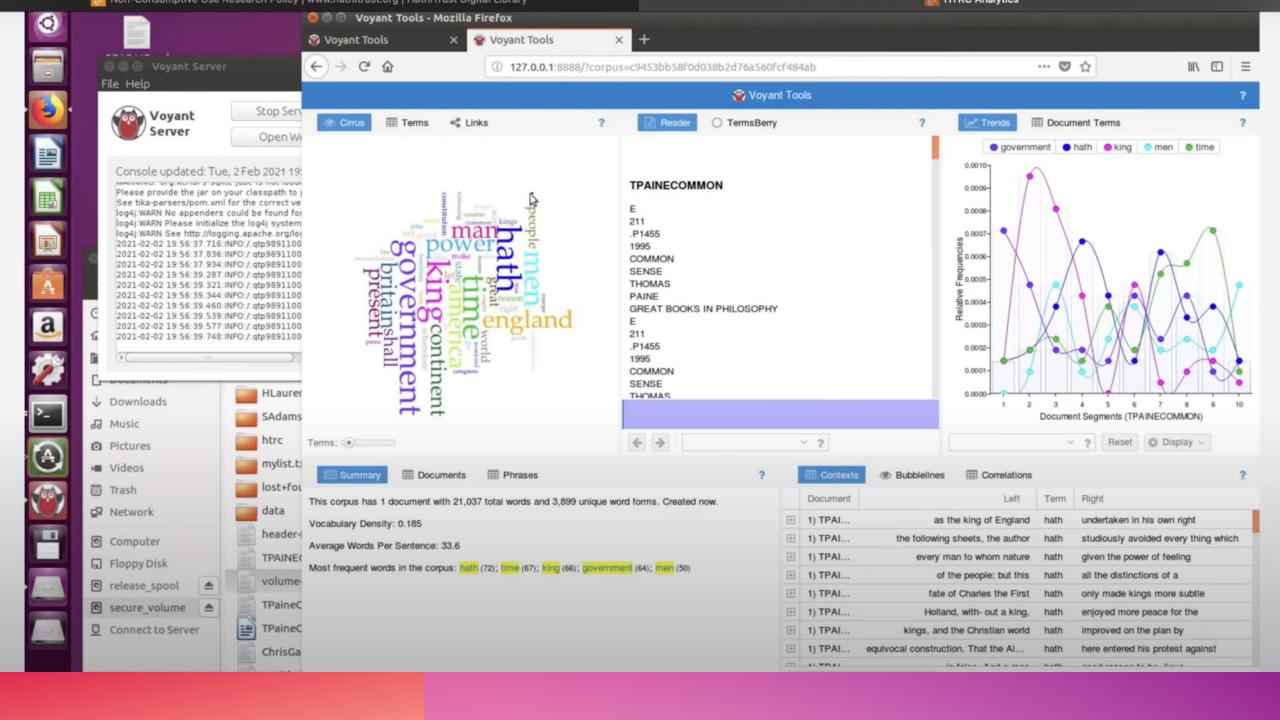
# TOOLS AND SKILL LEVELS

Tool	Level	Data Format	Method
Bookworm	Beginner	None – results only	Visualisation
Web Algorithms	Beginner	None – results only	Topic Modelling, Named Entity Extraction etc
Extracted Features dataset	Intermediate	Word counts in structured file	Any corpus based
Data Capsule	Advanced	Raw text	Any corpus based



Cleaning data in Jupyter





## **GETTING STARTED**

Follow the instructions in the Description on SOLO:

- Click on Link to Database
- Click on Log In
- Select *University of Oxford* as institution
- Select HTRC from 'About' list
- Click on HTRC services link and follow prompts

# HTRC RESOURCES

- Quick Start Guide (Text as data)
- Tom Paine Analysis Video
- <u>Documentation (LibGuide)</u> (HTRC Analytics)



## SUPPORTING TDM AT OXFORD

- We see TDM as another facet of information skills competence
  - Using content in new ways
  - Overlapping with Research Data Management
  - Requiring responsible use of data
  - Awareness of licensing and restrictions on use
- Make use of the recently published TDM Libguide
- Currently accessed via <u>Bodleian Data Service</u>



#### **SOLO**

Books, journals, databases

Reading lists

**Exam Paper Archive** 

Subject and research guides

Special collections

Training and support

#### Bodleian Data Service

About the Bodleian Data Service
Finding data and statistics

Accessing and using data

Text and data mining

#### **Bodleian Data Service**

The Bodleian Data Service provides a range of services for researchers and students at the University of Oxford who need to make secondary use of statistics and data.

For the academic year 24/25 there is a new data access service supporting researchers undertaking Text and Data Mining (TDM), with the aim of removing barriers and providing an easy-to-access pathway.

Finding data and statistics	•	Accessing and using data	•
Text and data mining	•	Training and support	•
About the Bodleian Data Service			



#### Subject and research guides

Bodleian Libraries / Oxford LibGuides / Research guides / Text and Data Mining pilot project / TDM training

#### Text and Data Mining pilot project: TDM training

Social Sciences Division and Humanities

Home Current TDM-ready collections TDM training TDM software ♂

#### UKDS TDM training

#### **UK Data Service Webinars**

Text-mining is one of many data-mining techniques that social scientists are using to turn unstructured (or more accurately, semi-unstructured) material into structured material that can be analysed statistically. In this way, researchers are gaining access to new materials and methods that were previously unavailable. As such, it is increasingly important that social scientists have a clear understanding of what text-mining is (and what is isn't) as well as how to use text-mining to achieve some basic and more advanced research outcomes.

#### • Introduction to Text-Mining

This webinar is the first in a series of three on understanding and using text-mining methods within social science research contexts.

The first webinar covers the concepts behind fully structured and semi-unstructured data, the theory behind capturing and amplifying existing structure, and the four basic steps involved in any text-mining project.

#### • Text-Mining: Basic Processes

Webinar two will dive into the steps needed to do some of the most common text-mining analyses and will be accompanied by an online interactive notebook that allows participants to see, edit and execute the demonstrated code.

#### Text-Mining: Advanced Options

Webinar three rounds off the series by diving into the concepts behind more advanced text-mining analyses, presenting some sample code that participants may find useful, and introducing some work that provides further learning opportunities. This webinar will also be accompanied by an online interactive notebook that allows participants to see, edit and execute the demonstrated code.

Search this Guide Search

#### Text and Data Mining (IBM)

"**Text mining** is the practice of analyzing vast collections of textual materials to capture key concepts, trends and hidden relationships" - What is text mining?



**'Data mining** is the use of machine learning and statistical analysis to uncover patterns and other valuable information from large data sets" - *What is data mining?* 



#### CLOSING

- Thank you
- Any questions?
- Feel free to get in touch for support in the future
  - john.southall@bodleian.ox.ac.uk
  - https://www.bodleian.ox.ac.uk/collections-and-resources/data